

Ms Jan Clark  
Notemachine UK Ltd  
Russell House  
Elvicta Business Park  
Crickhowell  
NP8 1DF

Application Ref: **2016/6976/A**  
Please ask for: **Oluwaseyi Enirayetan**  
Telephone: 020 7974 **3229**

18 January 2017

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:  
**25 Tolmer's Square**  
**London**  
**NW1 2PE**

Proposal: Display of internally illuminated ATM surround to shopfront (facing Hampstead Road) of existing retail unit.

Drawing Nos: Site location plan; NM-12-2016-26-1; NM-12-2016-26-2; NM-GA-F1 Rev C; and Design and Access Statement.

The Council has considered your application and decided to grant consent subject to the following conditions:

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.



- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informatives:

- 1 Reasons for granting permission.

The proposed signage would be of a size, amount and type of illumination which would not harm visual amenity and public safety. Only the lettering and blue LED halo surround would be illuminated. The proposal will not impact on neighbour amenity in terms of light spill nor would it be harmful to either pedestrian or vehicular safety.

The site's planning history was taken into account when coming to this decision.

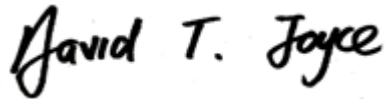
As such, the proposed development is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy and policies DP24 and DP26 of the London Borough of Camden Local Development Framework Policies. The proposed development also accords with The London Plan 2016 and the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Executive Director Supporting Communities